

## Message Text

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 AGR-10 AID-05 CIAE-00

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FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 1207

UNCLAS KHARTOUM 0564

E.O. 11652: N/A

TAGS: BENC, BAGB

SUBJECT: AGRIBUSINESS TASK FORCE TO AFRICA

REF: STATE 034640 STATE 041215

1. WHILE MAY IS NORMALLY LEAST PLEASANT MONTH OF YEAR IN KHARTOUM, (AND WE THEREFORE WONDER IF DATE COULD BE CHANGED) EMBASSY WHOLEHEARTEDLY SUPPORTS IDEA OF SUBJECT MISSION, WHICH WE VIEW AS COMPLEMENTARY OF OTHER ACTIVITIES NOW GOING ON, SUCH AS VISITS OF HOLSTEIN-FRIESIAN ASSOCIATION OF AMERICA (KHARTOUM 0535), FRENCH OIL MILL MACHINERY (STATE 028991), AND AMERICAN SEED TRADE ASSOCIATION (STATE 09447); FOOD PROCESSING AND PACKAGING EQUIPMENT CATALOG SHOW (APRIL 27-29); AND INTEGRATED AGRIBIINESS TECHNICAL SALES SEMINAR IN NOVEMBER.

2. AS FOR TYPES OF FIRMS TO INCLUDE, WE WOULD STRESS THOSE WITH BROAD CAPABILITY TO PERCEIVE AND EXPLOIT AGRI-BUSINESS OPPORTUNITIES. FOR EXAMPLE, RECENT EMBOFF VISIT TO 2.2 MILLION-ACRE GEZIRA SCHEME (BEING REPORTED SEPARATELY) REVEALED THAT VEGETABLES, PARTICULARLY TOMATOES, ARE GOING TO WASTE BECAUSE THERE IS NO WAY OF PROCESSING THEM. ANOTHER GEZIRA INTEST IS DEVELOPMENT OF DARY AND BEEF SCHEMES BASED ON NEW FODDER PRODUCTION TO USE PART OF PERHAPS AS MUCH AS 30 MILLION CUBIC METERS PER DAY AVAILABLE EXCESS WATER AND ENERGY OF THOUSANDS OF FARMERS IN

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SCHEME. SUDAN'S NEED THUS IS NOT SO MUCH STARTING UP

OF COMPLETELY NEW INTEGRATED SCHEMES, INCLUDING IRRIGATION WORKS (ALTHOUGH THERE ARE PLENTY OF OPPORTUNITIES IN THIS AREA TOO), BUT RATHER INTENSIFICATION AND DIVERSIFICATION OF PRODUCTION IN EXISTING SCHEMES SO AS TO INCREASE THEIR PROFITABILITY AND CREATE BETTER LINKAGES IN THE ECONOMY. AS SUDANESE ARE TIRED OF HAVING PROJECT STUDIES COMPLETED ONLY TO GATHER DUST, U.S. COMPANIES SHOULD BE ACTION-ORIENTED. IDEALLY, THEY SHOULD ALSO HAVE GOOD NKZE ELSEWHERE IN ARAB WORLD SO THAT ARAB FUND OR OTHER FINANCIERS WILL BE MORE LIKELY OPEN THEIR COFFERS.

3. WE WILL CONTINUE POLL GOS AND LOCAL BUSINESS COMMUNITY, BUT RIGHT NOW OUR ONLY SPECIFIC SUGGESTION WOULD BE TO MAKE SURE ONE OF COMPANIES HAS EXPERTISE IN ALL ASPECTS OF LIVESTOCK PRODUCTION. (INCIDENTALLY, KING RANCH, ARIZONA-COLORADO LAND AND ATTLE AND AMCO-SARAD AGRO INTERNATIONAL ARE ALREADY ACTIVELY INVESTIGATING SUDAN PROJECTS). MEPD MIGHT BEST PROCEED BY SUGGESTING TO US LIST OF COMPANIES KNOWN TO BE INTERESTED IN ARAB WORLD AND/OR AFRICA. WE WILL SUGGEST WHICH WOULD PROBABLY HAVE MOST SUCCESS HERE, IT BEING UNDERSTOOD THAT SUDANESE ARE SO INTERESTED IN AMERICAN WAY OF DOING BUSINESS THAT THEY ARE LIKELY GIVE BIG WELCOME TO ALMOST ANY MAJOR COMPANY WHICH COMES OUT.  
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